

JAN 17 2006

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**FACSIMILE COVER LETTER**

**To:** Commissioner for Patents  
**Firm:** U.S. Patent and Trademark Office  
**Facsimile:** 571-273-8300  
**From:** Samuel S. Lee  
**Date:** January 17, 2006  
**Re:** U.S. Patent Application No. 09/843,589  
Attorney Docket No. 450103-05764  
**Number of Pages:** 22  
(Including cover page)  
**cc:**

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Dear Sir:

In connection with the Application referenced above, the following document is submitted herewith:

- Amendment (20 pages)
- Fee Transmittal (1 page)

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**CONFIDENTIALITY NOTICE**

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00337847

PATENT  
450103-05764

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : John Anthony BRUCKNER et al  
Serial No. : 09/843,589  
For : SYSTEM AND METHOD FOR MANAGING INTERACTIVE PROGRAMMING AND  
ADVERTISEMENTS IN INTERACTIVE BROADCAST SYSTEMS  
Filed : April 25, 2001  
Examiner : YIMAM, Harun M.  
Art Unit : 2611

MAIL STOP AF  
COMMISSIONER FOR PATENTS  
Alexandria, VA 22313-1450  
Sir:

Transmitted herewith is an amendment in the above-identified application.

- ☒ No additional fee is required.  
☐ The fee has been calculated as shown below.  
☐ This is an application of a small entity under 37 CFR 1.9(f), and the amounts shown in parentheses apply.

Claims as Amended

(1)	(2) Claims remaining after amendment	(3)	(4) Highest number previously paid for	(5) Percent extra	(6) Rate	(7) Additional fee
Total claims	40	Minus	40 =	0 x	\$50(25)	= \$0
Independent claims	4	Minus	8 =	0 x	\$250(100)	= \$0
				Total additional fee for this amendment		= \$0

- \* If the entry in Column 2 is less than the entry in Column 4, write "0" in Column 5.  
\*\* If the highest number of total claims previously paid for is less than 20, write "20" in this space.  
\*\*\* If the highest number of independent claims previously paid for is less than 3, write "3" in this space.

- ☐ This application contains a multiple dependent claim. The required fee of \$360 (\$180) has been previously paid ☐, or is paid herewith ☐.
- ☐ This response is being filed within the month following the expiration of the term originally set therefor. This is a petition to request a - month extension of time. A check covering the cost of the petition is enclosed.
- ☐ A USPTO Form 2038 - Credit Card Payment Form in the amount of \$ .00 is attached, which covers the cost of ☐ additional claims and ☐ - month petition for extension of time.
- ☐ Charge \$ to Deposit Account No. 50-0320.
- ☒ Please charge any additional fees incurred by reason of this response or credit any overpayment to Deposit Account No. 50-0320.

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FROMMER LAWRENCE & HAUG, LLP  
Attorneys for Applicant(s)

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office (facsimile number: 571-273-8300) on the date shown below.

Samuel S. Lee, Reg. No. 42,791

Type or print name of  
person signing certification

Signature

January 17, 2006

Date of Signature

By: Samuel S. Lee  
Reg. No. 42,791  
Tel. (858) 731-5000

PATENT  
Appl. No. 09/843,589  
Attorney Docket No. 450103-05764

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JAN 17 2006

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants : BRUCKNER, John Anthony *et al.*  
Appl. No. : 09/843,589  
Filed : April 25, 2001  
Title : SYSTEM AND METHOD FOR MANAGING INTERACTIVE  
PROGRAMMING AND ADVERTISEMENTS IN INTERACTIVE  
BROADCAST SYSTEMS  
Art Unit : 2611  
Examiner : YIMAM, Harun M.

745 Fifth Avenue  
New York, NY 10151

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Patent and Trademark Office (facsimile number: 571-273-8300) on  
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Samuel S. Lee, Reg. No. 42,791

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Signature

January 17, 2006

Date of Signature

**AMENDMENT UNDER RULE 116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action of November 16, 2005, please amend the above-  
identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2.

**Remarks/Arguments** begin on page 16.